

BMS SEMESTER VI

RETAIL MANAGEMENT

- 1) ____ has today become a major business model in the retailing industry.
 - (a) Retailing
 - (b) Sales
 - (c) Franchising
 - (d) Profit

- 2) A franchise business eliminates the risk of _____ from a completely new business.
 - (a) Learning
 - (b) Practising
 - (c) Achieving
 - (d) Acquiring

- 3) Many retailers across the world run ongoing recycling programmes to encourage consumers to return items that are _____.
 - (a) No longer use
 - (b) In use
 - (c) Sometime use
 - (d) None of the above

- 4) ____ is a form of foreign investment which comes in form of physical set up of plant in the country where investor wishes to invest.
 - (a) FII
 - (b) FPI
 - (c) FDI
 - (d) IIP

- 5) ____ is the most preferred mode through which foreign players have entered the Indian market. It is the easiest route to enter the Indian market.
 - (a) FII
 - (b) Franchising
 - (c) FDI
 - (d) IIP

- 6) A__ is a large, self-service retail food store offering groceries, meat as well as some non-food items, such as health and beauty products and general merchandise.
- (a) Kiryana store
 - (b) Hyper market
 - (c) Supermarket
 - (d) Convenience store
- 7) A__ stock items ranging from groceries, hardware, and sports equipment to furniture and appliances to computers and electronics
- (a) kiryana store,
 - (b) hyper market,
 - (c) supermarket
 - (d) discount store
- 8) A__ store stocks a particular type of merchandise only.
- (a) Convenience
 - (b) Specialty
 - (c) Departmental
 - (d) Discount store
- 9) ___ is fast transforming the way business is being conducted and monitored across the supply chain.
- (a) Radio Frequency Identification Device
 - (b) Electronic Label
 - (c) Electronic surveillance
 - (d) Enterprise Resource Planning
- 10) Radio Frequency Identification was invented in 1948 by _____
- (a) Henry Fayol,
 - (b) Harry German
 - (c) Harry Stockman
 - (d) F.W. Taylor
- 11) The _____ owns the trademark/ product/ service and licenses the trademark to another party.
- (a) Franchisor
 - (b) Franchisee
 - (c) Franchise
 - (d) Entrepreneur
- 12) The word 'retail' is derived from the _____ word *Retailier* which means 'to cut a piece off' or 'to break bulk'
- (a) German
 - (b) French
 - (c) Greek
 - (d) Spanish
- 13) Retailers sell in _____ quantities as they sell directly to the final consumers.
- (a) large
 - (b) small
 - (c) medium
 - (d) fixed

14) The concept of CRM is _____ fold.

- (a) Two
- (b) Three
- (c) Four
- (d) Five

15) _____ is a strategic approach that is concerned with creating improved shareholder value through the development of appropriate relationships.

- (a) Strategic Management
- (b) CRM
- (c) Innovation
- (d) Selling

16) Marketing _____ is the systematic gathering, recording and analysis of data about problems relating to the marketing of goods and services.

- (a) Management
- (b) Research
- (c) Control
- (d) Information system

17) _____ programs are part of an overall CRM program.

- (a) Loyalty
- (b) Marketing
- (c) Customer
- (d) Annual

18) A _____ is a refund of part of an item's purchase price.

- (a) Rebate
- (b) Discount
- (c) Sales promotion
- (d) Offer

19) The _____ step of job analysis process includes collecting factual information relating to the job.

- (a) Second
- (b) Third
- (c) First
- (d) Fourth

20) Buying decision process starts with _____

- (a) Recognition of Needs
- (b) Purchase Decision
- (c) Evaluation of Alternatives
- (d) Post Purchase Decision

21) A _____ opportunity employs the existing retailing format in new market segments.

- (a) market segmentation
- (b) diversification
- (c) market expansion
- (d) market generation

22) _____ is a type of store location may be another premium choice, just like malls.

- (a) Home based
- (b) Free standing location
- (c) Downtown area
- (d) Elite

23) The _____ defines a series of actions that enable businesses to sell their products to customers.

- (a) Retail Value Chain
- (b) Retail Format
- (c) Brand Value
- (d) Customer loyalty

24) _____ include activities associated with receiving, storing and discriminating inputs to the product.

- (a) Inbound Logistics
- (b) Outbound Logistics
- (c) Operations
- (d) Supply chain management

25) _____ include the activities associated with collecting, storing and physically distributing the product to buyers.

- (a) Inbound Logistics
- (b) Outbound Logistics
- (c) Operations
- (d) Sales management

26) __ means collection of variety of products available in a store.

- (a) Categorising
- (b) Pricing
- (c) Assortment
- (d) Planning

27) _____ pricing means establishing merchandise prices to drive competition away from market place.

- (a) Skimming
- (b) Predatory
- (c) Penetration
- (d) Odd-even

27) labels today play an important role in many of the retailer's strategy.

- (a) Organisational
- (b) Business
- (c) Private
- (d) Informal

28) _____ is the planning and control of the merchandise inventory of the retailer firm.

- (a) Assortment Planning
- (b) Merchandise Planning
- (c) Store Management
- (d) Vendor Management

29) _____ is the projection of achievable sales revenue, based on historical sales data, analysis of market

surveys and trends and salesperson's estimates.

- (a) Sales Forecast
- (b) Increasing Sales
- (c) Profit Earning
- (d) Store Management

30) _is referred to as reduction from the original retail price of an offering to meet the lower price of another retailer.

- (a) Psychological
- (b) Discount
- (c) Variable
- (d) Markdown

31) _____is the process by which a retailer attempts to offer the right quantity of the right merchandise in the right place at the right time and meet the company's financial goals

- (a) Merchandise management
- (b) Procurement
- (c) Distribution
- (d) Supply chain

32) A_____is the smallest unit available for inventory control.

- (a) Assortment
- (b) category
- (c) stock keeping unit
- (d) none of them

33) Merchandise that has high demand for a relatively short period of time is referred to as _____

- (a) Staple merchandise
- (b) Fad merchandise
- (c) Fashion merchandise
- (d) seasonal products

34) _____go from one store to another, buying only items that are on special discounts

- (a) Cherry pickers
- (b) Smart buyers
- (c) Selective shoppers
- (d) Speculators

35) _____refers to the various activities which contribute to the sale of products to the consumers for their end use.

- (a) Assorting
- (b) Supplying
- (c) Merchandising
- (d) Purchasing

36) _____forecasting is a self-assessment tool for a company.

- (a) Future
- (b) Sales
- (c) Supply

(d) Retail

37) Assortment means collection of variety of _____ available in a store.

- (a) people
- (b) products
- (c) prices
- (d) promotions

38) _____ agency Young and Rubicam (Y&R) developed a model of brand equity called BAV

- (a) Private
- (b) Corporate
- (d) Real Estate
- (d) Advertising

39) _____ management means maintaining basic required stocks to fulfil consumer demands.

- (a) Inventory
- (b) Store
- (c) Category
- (d) Retail

40) Fad products enjoy popularity and generate lot of sales in a _____ span of time and later go out of fashion.

- (a) long
- (b) medium
- (c) short
- (d) normal

41) _____ pricing simply means pricing below competition level.

- (a) Discount
- (b) Variable
- (c) Vendor
- (d) Competitive

42) Price _____ and variable pricing is one and the same thing.

- (a) Fluctuation
- (b) Discrimination
- (c) Adjustment
- (d) None of them

43) Setting a single price for the purchase of two or more units of the same product is known as

- (a) Price bundling
- (b) Combine Pricing
- (c) Mixed pricing
- (d) Multi unit pricing

44) _____ is the supplier who works in as a partner of sharing advices and market insight with the retailer.

- (a) Category Captain
- (b) Market Captain
- (c) Resource allocator
- (d) Category Manager

45) _____ pricing is the pricing where sellers to fix a odd price like 49 or 99.

- (a) Loss Leader
- (b) Odd
- (c) Even
- (d) Sensitive

46) _____ is the function of the aesthetics within the store.

- (a) Exterior store design
- (b) Interior store design
- (c) In store design
- (d) None of them

47) _____ is not a tool used for visual merchandising.

- (a) Colour combination
- (b) Fixtures
- (c) Fragrance
- (d) Lighting

48) Windows, Aisle space, walls, dressing room are a part of _____ areas.

- (a) Style
- (b) Fashion
- (c) Grooming
- (d) Feature

49) _____ refers to the goods or merchandise kept on the premises of a store.

- (a) Stock
- (b) Space
- (c) Standard
- (d) System

50) In a _____ display the customer is encouraged to look at merchandise but able to touch it.

- (a) Open
- (b) Closed
- (c) Case
- (d) Unique

- 51) Business_____reflects the philosophy of business and the aim is to determine the purpose of the company.
- (a) values
 - (b) Philosophy
 - (c) Ethics
 - (d) culture
- 52) HRM includes recruitment and selection of appropriate employees at various levels to perform day-to-day operations of a__organisation.
- (a) Retail
 - (b) Systematic
 - (c) Formal
 - (d) Informal
- 53) _____is the entry level post of retail business.
- (a) Retail Manager
 - (b) Retail Buyer
 - (c) Customer sales associate
 - (d) Store manager
- 54) _____refers to the variety of goods in one product line.
- (a) Breadth
 - (b) Depth
 - (c) Assortment
 - (d) Category

INTERNATIONAL MARKETING

1. Combined duty is charged when.....
 - A. Specific + Ad valorem
 - B. Protection + Anti-dumping
 - C. Quota + licensing
 - D. Custom + VAT
2. Companies who do not operate business outside country are called as.....
 - A. Polycentric
 - B. Regiocentric
 - C. Ethnocentric
 - D. Geocentric
3. EPRG stands for.....
 - A. Excess of production and regional growth
 - B. Energy Petroleum, Resources, Growth
 - C. Ethnocentric, Polycentric, Regeocentric and Geocentric
 - D. Environmental planning of Recourse Generations.
4. EU is imposing quota system on products of different countries which is called as.....
 - A. Custom Quota
 - B. Multilateral Quota

- C. Unilateral Quota
 - D. Bilateral Quota
5. EU stands for.....
- A. Europe Unlimited
 - B. European Union
 - C. Ecuador unit
 - D. Execution Unit
6. Home country orientation means.....
- A. Ethnocentric
 - B. Polycentric
 - C. Regiocentric
 - D. Geocentric
7. If the third party is involved in exporting goods and services to customer it is called as
- A. Indirect Exports
 - B. Franchising
 - C. Licensing
 - D. Mergers
8. International marketing involves.....
- A. Recognising that people all over the world have different need
 - B. Recognising people in domestic country have different opinion
 - C. Recognising that people across the world are in closed economy
 - D. None of the above
9. International marketing refers to
- A. Exchange of goods and services in the same organization
 - B. Exchange of goods and services beyond geographical boundary of a country.
 - C. Exchange of goods and services within the state boundaries.
 - D. Exchange of goods and services within the city's boundaries.
10. International trade consists of
- A. Gains from trade
 - B. Trade and political economy
 - C. Domestic firm competing
 - D. Free Trade Agreement
11. International trade consists of
- A. Transaction between residents of different countries
 - B. Transaction between residents of same country
 - C. Transaction between residents of same state of the country
 - D. Transaction between residents same area
12. McDonald's is a form of
- A. Licensing
 - B. Franchising
 - C. Joint venture
 - D. Exporting
13. NAFTA stands for
- A. North African Free trade Agreement

- B. North Asian Free Trade Agreement
- C. North American Free Trade Agreement
- D. North Atlantic Free Trade Agreement

14. Name the barrier which is not the part of Non-Tariff barriers

- A. Quota
- B. VER
- C. Protection duty
- D. Licensing

15 When government has controlled over means of production and managed by central and state authority it is known as

- A. Open economy Government
- B. Democratic Government
- C. Communism Government
- D. Authoritarian Government

16 When countries agree for freely movement of goods and services, labour and capital amongst the countries it is called as

- A. Custom Union
- B. Economic Union
- C. Free Trade Agreement
- D. Common Market

17 The strength of the people and the strength in the society equally contribute for economic development is called as.

- A. Individualism vs Collectivism
- B. Masculinity vs Femininity
- C. Power distance Index
- D. Indulgence vs Restraints

18 The customs, traditions, taste and preferences are considered the part of.

- A. Legal Environment
- B. Political Environment
- C. Cultural Environment
- D. Economic Environment

19 IMF stands for.....

- A. International Myeloma Foundation
- B. Intelligent Message Filter
- C. International Monetary Fund
- D. Intermolecular Forces

20 If government centralizes all control to leaders of the country it is said to be

- A. Open economy Government
- B. Democratic Government
- C. Communism Government
- D. Authoritarian Government

21 IDA stands for

- A. Indian development association
- B. International Development Association
- C. Institute of Defence Association
- D. Institute of developing Agency

22 Elements of culture does not consider.

- A. Language
- B. Religion
- C. Values and Attitudes
- D. Civil Law

23 Demand for cold beverages is.

- A. Seasonal
- B. Technical
- C. legal
- D. Market Trend

24 Countries like Oman, Kuwait uses law

- A. Custom Law
- B. Civil law
- C. Theocratic
- D. None of the above

25 It refers to future product sales within the given market.

- A. Number of competitors
- B. Market growth
- C. Seasonal factors
- D. Technological skills

Media Planning and Management

1. _____ is a paid form of non- personal communication by an identified sponsor.
 - a) Marketing
 - b) Advertising
 - c) Promotion
 - d) Distribution
2. Mass Media are channels of _____
 - a) Education
 - b) Offers
 - c) Publicity
 - d) Selling
3. ____ is always non- paid.
 - a) Selling
 - b) Advertising
 - c) Promotion
 - d) Publicity
4. Radio listeners are of two types active and _____
 - a) Passive
 - b) Aggressive
 - c) Silent
 - d) Positive
5. Specific methods of media used by companies to deliver advertising messages are known as media_____
 - a) Channel
 - b) Audience
 - c) Vehicle
 - d) Person
6. Advertising should tell the truth and give_____information.
 - a) Complete
 - b) Mis
 - c) Hidden
 - d) Some
7. Media research is also called as _____research.
 - a) Sales
 - b) Motivation
 - c) Audience
 - d) Dealers
8. _____ is a non- profit organisation.
 - a) ABC
 - b) AIR

- c) ICMR
 - d) Mudra
9. advertising uses shop shelves for promotion.
- a) Display
 - b) Hoarding
 - c) Balloon
 - d) Gandola
10. Media_____are encyclopedias of advertising world
- a) Planner
 - b) Owner
 - c) Buyer
 - d) Client
11. Newsroom is headed by News _____
- a) Anchor
 - b) Editor
 - c) Advertiser
 - d) Monitor
12. Advertising should always be _____
- a) Ethical
 - b) Expensive
 - c) Cheap
 - d) Silent
13. Media mix decision depends on the _____
- a) Client
 - b) Owner
 - c) Customer
 - d) Planner
14. Media vehicle is a _____programme.
- a) Dual
 - b) Single
 - c) Complex
 - d) Easy
15. Ideal media mix is linked to _____audience
- a) Target
 - b) Class
 - c) Niche
 - d) Young
16. _____ media is a collection of online communication channels
- a) TV
 - b) Social
 - c) Mobile
 - d) print
17. The oldest form of media is _____media
- a) Social
 - b) Magazine
 - c) Newspapers
 - d) TV

18. TV has high _____ in urban areas.
- a) Ownership
 - b) Penetration
 - c) Prestige
 - d) Cost
19. Media mix is _____
- a) Costly
 - b) Cheap
 - c) Easy
 - d) Complex
 - e) flyer
20. _____ ad creates curiosity in customers.
- a) Print
 - b) Flyer
 - c) Teaser
 - d) Film
21. _____ is a man in two boards
- a) Sandwich board
 - b) Hoarding
 - c) Mascot
 - d) Celebrity
22. _____ advertising is very popular among young target customers.
- a) TV
 - b) Newspaper
 - c) Website
 - d) In-Game
23. _____ advertisement generate instant responses from customers
- a) Interactive
 - b) TV
 - c) Magazine
 - d) Email
24. Media _____ gives best reach and frequency.
- a) vehicle
 - b) Strategy
 - c) Channel
 - d) Coverage
25. Media buyer is a _____ man.
- a) Visionary
 - b) Liaison
 - c) Motivational
 - d) Inspirational
26. _____ analysis is a common way to analyze the environment.
- a) ROI
 - b) SWOT
 - c) AIDA
 - d) PESTLE
27. Benchmarking buying plan is a _____ matter.

- a) Absolute
 - b) Relative
 - c) Private
 - d) Balanced
28. TRP measures _____ ratings in cities
- a) Radio
 - b) TV
 - c) Internet
 - d) Feedback
29. Media is the pre-launch most powerful tool of _____
- a) Analysis
 - b) Profits
 - c) Communication
 - d) Education
30. _____ combines continuity and flighting features.
- a) Hiatus
 - b) Pulsing
 - c) Market
 - d) Competition
31. Advertising should be _____ oriented
- a) Demand
 - b) Cost
 - c) Result
 - d) Profit
32. spotting refers to placing two spots in the same programme.
- a) Single
 - b) Multiple
 - c) Differential
 - d) Varied
33. _____ is the amount of profit that investment generates.
- a) GOI
 - b) IRR
 - c) ROI
 - d) NPV
34. The data related to media cost is provided by _____.
- a) Ad Agencies
 - b) Market
 - c) Managers
 - d) Data center
35. If the market _____ is intense, more budget is provided.
- a) Competition
 - b) Price
 - c) Share
 - d) Sales
36. _____ of purchases refers to no. of times a person makes purchases of a product.
- a) Continuity
 - b) Habit

- c) Frequency
 - d) Count
37. Media budget facilitates the selection of suitable_____
- a) Agency
 - b) Media
 - c) Product
 - d) Celebrity
38. _____ keeps media expenditure within limits.
- a) Plan
 - b) Schedule
 - c) Budget
 - d) Graph
39. Media scheduling is like the_____of the advertising plan.
- a) Budget
 - b) Pillar
 - c) Policy
 - d) Calendar
40. _____media reaches to difficult to reach consumers.
- a) Print
 - b) OOH
 - c) Cinema
 - d) Radio
41. _____ uses external comparisons
- a) Traffic
 - b) Print
 - c) Benchmarking
 - d) Rating
42. _____ tells about domination of time- slot
- a) Share
 - b) Profile
 - c) Metrics
 - d) Reports
43. _____ metrics are given by arbitron radio rating
- a) TV
 - b) Internet
 - c) Radio
 - d) Print
44. _____ readership is where one newspaper is read by many readers.
- a) Repeat
 - b) Pass along
 - c) Local
 - d) mass
45. OOH refers to_____.
- a) Out of height
 - b) Out of hand
 - c) Out of home
 - d) Out on hills

46. Media buying rates are decided by_____
- a) Media owners
 - b) Government
 - c) Association
 - d) customers
47. _____ audience consists of adults owning TV sets.
- a) Secondary
 - b) Primary
 - c) Owned
 - d) National
48. _____ are characters associated with brands.
- a) Logo
 - b) Slogans
 - c) Mascot
 - d) Cartoons
49. _____ is the rate of per click on internet ads.
- a) Cost Per Thousand
 - b) Cost per Click.
 - c) Cost per website
 - d) Cost per notification
50. _____ is an advertisement where cinema actors promote products in movies.
- a) Cinema Buys
 - b) Movie ads
 - c) Celebrity ads
 - d) Entertainment ads

BRAND MANAGEMENT

1. Brand names can be registered and this gives_____rights to the firm to take action against any competitor who misuses the brand name.
 - a) legal
 - b) moral
 - c) consumer
 - d) All of these
- 2 _____Is the act of creating a brand.
 - a) Branding
 - b) Brand cannibalization
 - c) Brand building
 - d) Brand hierarchy
3. Brand_____is customer's personal opinions about and evaluations of the brand.
 - a) Judgment
 - b) Imagery
 - c) Identity
 - d) All of these
4. Brand awareness consists of brand recognition and brand_____.
 - a) Growth
 - b) Recall
 - c) Presence
 - d) All of these
5. Achieving the right brand identity means creating brand_____with customers.
 - a) Salience
 - b) Resonance
 - c) Awareness
 - d) All of these
- 6 Good_____offers various benefits to the brand and the company.
 - a) Communication
 - b) Variety
 - c) Positioning
 - d) None of these
- 7 Good positioning is something that must be_____to the customer.
 - a) Visible
 - b) Believable
 - c) Reasonable
 - d) None of these

8 _____ is a group or set of things that have similar characteristics.

- a) Brand
- b) Category
- c) Product
- d) None of these

9. brand is defined as an _____ asset.

- a) Liquid
- b) Fixed
- c) Current
- d) Intangible

10. strong brand can make actual _____ feature insignificantly

- a) price
- b) product
- c) process
- d) pattern

11. The branded products own the _____ for its usefulness.

- a) Repetitiveness
- b) Responsibility
- c) Reparative
- d) Renewability

12 CBBE stands for _____ based brand equity

- a) community
- b) Customer
- c) Caretaker
- d) None of these

13 A _____ signals to build customer loyalty and not just sell product.

- a) Strong Brand
- b) Branding
- c) Brand Identity
- d) Brand Essence

14 Brand Identity refers to the way by which people _____ the product.

- a) Remember
- b) Recognize
- c) Responds
- d) review

15 _____ helps to identify a brand, convey relevant information and protect the products.

- a) Processing
- b) Pocketing
- c) Packaging
- d) Preserving

16 Jingles are the _____ messages with catchy hooks and chorus for brand.

- a) Twinkles
- b) Mingles
- c) Links
- d) musical

17A product strategy is the _____ of a product life cycle

- a) Sales
- b) Foundation
- c) End
- d) Invitation

18 _____ specify locations of pages on the web and are commonly referred to as domain.

- a) URL
- b) UAL
- c) RUL
- d) RAL

19 Advertising is the act of communicating directly to the _____

- a) Producer
- b) wholesaler
- c) retailer
- d) customer

20 _____ leverage is highly dependent on the existing management structure

- a) Countries
- b) Channel
- c) Courier
- d) Customer

21 Every day low price (EDLP) is the pricing strategy used by_____.

- a) Retailers
- b) Wholesalers
- c) Distributors
- d) All of these

22. Building brand equity through leveraging secondary brand associations is a _____ approach.

- a) Direct
- b) Indirect
- c) Special
- d) All of the above

23 _____ is the pricing strategy used by Retailers.

- a) Every day low price
- b) Every day high price
- c) Direct price
- d) A & B

24 A _____ is a sign that represents the company.

- a) Slogan
- b) Symbol
- c) Jingles
- d) Tags

25 The full form of CRM is_____.

- a) Customer Relationship Management
- b) Care Relationship Management
- c) Customer Cure Management
- d) B&C

26 Quality Research Techniques are employed to _____ possible brand value.

- a) Identify
- b) Intensity
- c) Uniformity
- d) Generality

27 Brand recall relates to consumer's _____ to identify quality brand into variety.

- a) Age
- b) Ability
- c) Unity
- d) prestige

28 ___ and knowledge both together create brand stature.

- a) Differentiation
- b) Esteem
- c) Relevance
- d) Quality

29. Brand Strength is the significant _____ of future potential & performance.

- a) indices
- b) inseparable
- c) indicator
- d) regulator

30. Comparative methods tend to analyse _____ of consumer perception about Brand.

- a) asset
- b) impact
- c) Effect
- d) Relevance

31 _____ is related to the strength of the brand in memory, as reflected by consumer's ability to identify various brand elements.

- a) Brand Awareness
- b) Brand Recall
- c) Brand identity
- d) Brand Essence

32 A Brand Asset valuator (BAV) is a metric that is used to analyze how a brand is perceived by its _____ in terms of different attributes.

- a) Marketers
- b) Supervisors
- c) Consumers
- d) Competitors

33 In Brand Asset Valuator model, Brand Stature results into multiplication of Esteem and _____.

- a) Differentiation
- b) Relevance
- c) Knowledge
- d) Strength

34 The ability of the marketing program to affect the customer mind-set will depend on its_____.

- a) Technology
- b) salesperson
- c) quality
- d) Competitors

35 Quantitative research methods are ideal for measuring brand_____.

- a) Association
- b) Awareness
- c) Recognition
- d) Equity

36___analysis aims to find the optimum positioning between low- price-low-quality and high-price-high-quality.

- a) Market
- b) Brand
- c) Conjoint
- d) Awareness

37 _____techniques involve presentation of ambitious stimuli to the respondents for interpretation.

- a) Quantitative
- b) Projective
- c) value chain
- d) Added-Value

38 Brand personality as a set of_____characteristics associated with the brand.

- a) Human
- b) computer
- c) product
- d) Services

39 _____marketing refers to the promotion or advertising of products with environmental characteristics.

- a) Green marketing
- b) Pure marketing
- c) Cause marketing
- d) All of the above

39 Green products development can reduce operation and production costs in the _____run.

- a) Short
- b) Long
- c) Medium
- d) B and C

40 Brand _____is the process of extending into a new product category with the existing company's established brand.

- a) Extension
- b) Retirement
- c) Reduction
- d) withdrawal

41 When a brand is extended to the same product category, it is called _____extension.

- a) Line
- b) Image
- c) Breadth
- d) Width

42 An existing brand that gives birth to the brand extension is the _____ brand.

- a) image
- b) Line
- c) Parent
- d) All of these

43 Generally, top most level of hierarchy consists of _____ brand.

- a) One
- b) two
- c) ten
- d) unlimited

44. Cause marketing covers _____ aspects in marketing.

- a) Social responsibility
- b) Financial responsibility
- c) Communication
- d) Production

45 Brand-extension refers to marketing strategy to introduce new product in relation to the _____ branded product.

- a) successful
- b) processive
- c) promotional
- d) attitude

46 Customer based brand equity keep standardisation and _____ in balance.

- a) customization
- b) information
- c) asset
- d) colourfulness

47 A family _____ is used in more than one product category but is not necessarily the name of the company or firm.

- A Brand
- B Branding
- C brand identity
- D brand essence

48 P&G - Project Drishti - Shiksha, Fair and Lovely foundation - Project Saraswati, Horlicks- Ahaar Abhiyan, Aircel - Save the tiger, Tata Tea - Jaago
re all of these are examples of _____marketing.

- a) Permission Marketing
- b) Cause Marketing
- c) Relationship Marketing
- d) Experiential Marketing

49A clear and concise brand strategy leads to stronger overall_____.

- a) Brand recognition
- b) Brand equity
- c) Architecture
- d) Brand element

50 Brand_____is the structure of the brands within and organisational identity.

- a) Brand recognition
- b) Brand equity
- c) Architecture
- d) Brand awareness

Sub: Project Management

1. _____ is called founding father of modern project management.
(a)Henry Gantt (b)Frederic Taylor (c)Peter Ducker (d)Philips Kotler
2. It is a framework of duties and responsibility on which on undertaking works.
(a)Organization Structure (b)Capital Structure (c)Rough Structure (d)Plan Structure
3. Which of the following is a traditional method of project selection
(a)Net Present Value (b)Internal Rate of Return (c)Pay-back period (d)Profitability Index
4. In case of selecting a project using NPV method which project should be selected.
(a)Project with lowest negative NPV (b)Project with lowest positive NPV
(c)Project with highest positive NPV (d)Project with highest negative NPV
5. Degree of combined leverage is 3, EBIT is Rs.4,00,000, find contribution
(a)1500000 (b)1200000 (c)1000000 (d)1100000
6. Organizational departments are grouped by areas of specialization within different functions are termed as
(a)Functional (b)Projectized (c)Matrix (d)Super Matrix
7. _____ projects are set up in other countries
(a)National (b)International (c)Normal (d)Private
8. _____ projects are those that are owned by the government and the by private entrepreneurs.
(a)Public (b)Private (c)Normal (d)Joint Sector
9. The entire process of a project may be considered to be made up on number of sub process placed in different stage called the
(a)Technical key resources (b)Work key structure
(c)Work Breakdown Structure (WBS). (d)System integration
10. _____ schedule is prepared to calculate loan repayment of principal and interest.
(a)Loan Sanction (b)Loan Amortization (c)Loan finance (d)Loan disbursement
11. _____ refers to the total number of product lines that a company offers to its customers. (a)Product Mix (b)Production Methods (c)Capital Structure (d)Project Termination.
12. _____ is the planning, directing, controlling and coordinating those activities which are concerned with materials and inventory requirements.
(a)Behavioral Management (b)Financial Management
(c)Human Resource Management (d)Material Management
12. Analysis of engineering aspects of project is being examined and formulated.

(a)Marketing feasibility (b)Finance feasibility (c)Economic feasibility (d)Technical feasibility

13. The Strengths and weaknesses usually arise from_____ sources.

(a)Internal (b)External (c)Both Internal and external (d)Neither Internal nor external

14. _____ refers to the total number of product lines that a company offers to its customers. (a)Product mix (b)Demand mix (c)Price mix (d)Customer mix

15. Certificate of agreement of loans which is given under the company's stamp and carries an undertaking that it will get a fixed return

(a)Equity shares (b)Preference shares (c)Debentures (d)Retained Earnings

16. Combined leverage is 6, operating leverage is 3, find financial leverage

(a)3 (b)1 (c)4 (d)2

17. An uncertain event or conditions that, if it occurs, have a positive or negative effect on a projects objective.

(a)Project risk (b)Project scheduling (c)Project return (d)Project duration

18 Risk mainly arises from outsourcing and personnel related issues.

(a)Technology risk (b)Scope risk (c)Resource risk (d)Schedule risk

19. _____ is the process of determining the production capacity needed by an organization to meet changing demands for its products.

(a)Project management Maturity model (b)Continuous improvement
(c)Capacity planning (d)Procedural

20. _____ is sometimes also called project close out or final shut down.

(a)Project termination (b)Project analyzing (c)Monitor and control project (d)Project auditing

21. A business project has to pass the test of

(a)Technical Feasibility (b)Economic feasibility (c)Social Acceptability (d)All of the above

22. Project management objective is to

(a)Identification of problem (b)Take timely decision
(c)Accomplish Specific Goals (d)All of the above

23. Project management was established as a profession by project management associations in (a)America (b)Canada (c)England (d)London

24.SBU develops its own

(a)Strategic vision and direction (b)Plan (c)Scheme (d)All of the above

25 The method which does not consider investments profitability is

(a)Payback (b)ARR (c)NPV (d)0

26 Resources are dedicated to the project so its much easier to schedule work in

- a. Functional structure
- b. Projectized structure
- c. Matrix structure

d. Organizational work flow

27 Projects run in which structure provides great environment for improving project management skills as well as more technical leadership

- a. Functional structure
- b. Projectized structure
- c. Matrix structure
- d. Organizational work flow

28 The _____ structure is more dynamic than the functional structure because it allows employees to communicate more readily across the boundaries, creating a good, cooperative, work environment which helps to integrate the organization.

- a. Functional structure
- b. Projectized structure
- c. Matrix structure
- d. Organizational work flow

29 Own set of competitors is the characteristics of

- a. Strategic business unit
- b. Functional structure
- c. Projectized structure
- d. Matrix structure

30 When handling multiple brands or products, it is easier when separate Business units are responsible for success or failure of the business or product is termed as

- a. Accountability
- b. Responsibility
- c. Independence
- d. Accountancy

31. Profit and loss and balance sheet will look more prettier and more manageable if the statements are prepared separately for separate strategic business units, also this makes the _____ more transparent at the same time.

- a. Accountability
- b. Responsibility
- c. Independence
- d. Accountancy

32. The managers of the strategic business units get more _____ to manage their own units which gives them the opportunity to be more creative and innovative

- a. Accountability
- b. Responsibility
- c. Independence
- d. Accountancy

33. Depending on the performance of the strategic business units _____ can be done on priority

- a. Accountability
- b. Responsibility

- c. Fund allocation
 - d. Accountancy
34. The person responsible for leading a project from its inception to execution is
- a. Employer
 - b. Employee
 - c. Project manager
 - d. Business head
35. _____ is an essential duty of a project manager
- a. Planning
 - b. Organizing
 - c. Leading
 - d. Controlling
36. _____ is about setting up the project teams structure
- a. Planning
 - b. Organizing
 - c. Leading
 - d. Controlling
37. _____ refers to carrying out project plan in order to achieve the project objectives
- a. Planning
 - b. Organizing
 - c. Leading
 - d. Controlling
38. What develops project plan and project schedule in the duties of project manager
- a. Planning
 - b. Organizing
 - c. Leading
 - d. Controlling
39. Organizing the role of project manager, key duties include
- a. Identify roles and positions
 - b. Define and clarify project scope
 - c. Setting team direction
 - d. Defining project baselines
40. In the roles of project manager _____ the projects include assigning work
- a. Planning
 - b. Organizing
 - c. Leading
 - d. Controlling
41. _____ is all about keeping project on track
- a. Planning
 - b. Organizing
 - c. Leading
 - d. Controlling
42. Project control can be performed using how many steps process
- a. One
 - b. Two

- c. Three
 - d. Four
43. In the roles of project manager project control duties includes
- a. Developing Project plan
 - b. Staff project position
 - c. Assigning work
 - d. Tracking project process
44. Who provides the leadership to project team to accomplish the project objectives?
- a. Employer
 - b. Employee
 - c. Project manager
 - d. Business head
45. _____ coordinates the activities of various team members to ensure that they perform the right tasks at the proper time
- a. Employer
 - b. Employee
 - c. Project manager
 - d. Business head
46. _____ defines and clarify project scope
- a. Planning
 - b. Controlling
 - c. Organizing
 - d. Leading
47. Fishbone diagram works ____ to ____
- a) Right, Left
 - b) Left, Right
 - c) Up, Down
 - d) Down, Up
48. _____ is conducted to measure the deliverables produced by the project
- a) Project management review
 - b) Project management audit
 - c) Project termination
 - d) Project audit
49. _____ is the process associated with finalizing the hand off to the project deliverables to the business team
- a) Project Management
 - b) Project Audit
 - c) Project Control
 - d) Project Closeout
50. Following is not the technique for Project Disclosure
- a) Closeout approach
 - b) Stakeholders acceptance meeting
 - c) Project punch list
 - d) Evaluation of Balance sheet

Strategic Financial Management

1. Which of the following examples best represents a passive dividend policy?

- a. The firm sets a policy such that the proportion of dividends paid from net income remains constant.
- b. The firm pays dividends with what remains of net income after taking acceptable investment projects.
- c. The firm sets a policy such that the quantity (dollar amount per share) of dividends paid from net income remains constant.
- d. All of the above are examples of various types of passive dividend policies.

2. A dividend reinvestment plan (DRIP) is__.

- a. an optional plan, provided by brokerage firms, allowing shareholders to automatically reinvest dividend payments in additional shares of the firm's stock.
- b. an optional plan, provided by large corporate firms, allowing shareholders to automatically reinvest dividend payments in additional shares of the firm's stock.
- c. a mandatory plan, provided by brokerage firms, where shareholders are automatically reinvesting dividend payments in additional shares of the firm's stock at a reduced price.
- d. a mandatory plan, provided by large corporate firms, where shareholders are automatically reinvesting dividend payments in additional shares of

the firm's stock at a reduced price.

3. If EPS of the firm is Rs.10 and retention is 0%; the dividend payout would be.

- a. 10
- b. 0
- c. 5
- d. 8

4. According to the authors of your text, the repurchase of stock is considered decision rather than _____ decision.

- a. an investment; a financing
- b. a financing; an investment
- c. an investment; a dividend
- d. a dividend; a financing

5. "Large-percentage stock dividends" are typically __percent or higher of previously outstanding common stock.

- a. 25
- b. 35
- c. 51
- d. 70

6. The _____ is the proportion of earnings that are paid to common shareholders in the form of a cash dividend.

- a. retention rate

- b. 1 plus the retention rate
- c. growth rate
- d. dividend payout ratio

7. Retained earnings are _____

- a. an indication of a company's liquidity.
- b. the same as cash in the bank.
- c. not important when determining dividends.
- d. the cumulative earnings of the company after dividends.

8. Which of the following is an argument for the relevance of dividends?

- a. Informational content.
- b. Reduction of uncertainty.
- c. Some investors' preference for current income.
- d. All of the above.

9. All of the following are true of stock splits EXCEPT:

- a. market price per share is reduced after the split.
- b. the number of outstanding shares is increased.
- c. retained earnings are changed.
- d. proportional ownership is unchanged.

10. The dividend-payout ratio is equal to _____

- a. the dividend yield plus the capital gains yield.

- b. dividends per share divided by earnings per share.
- c. dividends per share divided by par value per share.
- d. dividends per share divided by current price per share.

11. The residual theory of dividends suggests that dividends are _____ to the value of the firm.

- (a) residual
- (b) relevant
- (c) irrelevant
- (d) integral

12. The information content of dividends refers to ____.

- (a) nonpayment of dividends by corporations.
- (b) dividend changes as indicators of a firm's future.
- (c) a stable and continuous dividend.
- (d) a dividend paid as a percent of current earnings.

13. A(n) _____ occurs when there is an increase in the number of shares outstanding by reducing the par value of stock.

- a. stock split
- b. stock dividend
- c. extra dividend
- d. regular dividend

14. An eXtensible Business Reporting Language (XBRL) document that contains "tagged data" delivered to users is called a(n) ____

- a. data document.

- b. tagged document.
- c. balance scorecard.
- d. instance document.

15. The balanced scorecard _____

- a. focuses on activities which most directly impact customer perceptions.
- b. focuses on activities which compose the accounting cycle.
- c. focuses on activities which form the basis of adjusting entries.
- d. focuses on activities which form manager satisfaction.

16. The firm's _____ is the mix of long-term debt and equity utilized by the firm, which may significantly affect its value by affecting return and risk.

- (a) dividend policy
- (b) capital budget
- (c) capital structure
- (d) working capital

17. Which of the following statements is true about mutually exclusive projects?

- a. They are not in direct competition with each other

- .b. They are in direct competition with each other.
- c. They are not evaluated based on shareholder wealth.
- d. They are never evaluated.

18. The span of time within which the investment made for the project will be recovered by the net returns of the project is known as__

- (A) Period of return
- (B) Payback period
- (C) Span of return
- (D) None of the above

19. Projects with_____are preferred

- (A) Lower payback period
- (B) Normal payback period
- (C) Higher payback period
- (D) Any of the above

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20. _____on capital is called 'Cost of capital'.

- (A) Lower expected return
- (B) Normally expected return
- (C) Higher expected return
- (D) None of the above

21. The values of the future net incomes discounted by the cost of capital are called

- (A) Average capital cost
- (B) Discounted capital cost
- (C) Net capital cost
- (D) Net present values

22. Under Net present value criterion, a project is approved if

- (A) Its net present value is positive
- (B) The funds are unlimited
- (C) Both (A) and (B)
- (D) None of the above

23. The internal Rate of Return (IRR) criterion for project acceptance, under theoretically infinite funds is: accept all projects which have

- (A) IRR equal to the cost of capital
- (B) IRR greater than the cost of capital
- (C) IRR less than the cost of capital
- (D) None of the above

24. Which of the following criterion is often preferred

- (A) Net present value
- (B) Profitability index
- (C) Internal Rate of Return

(D) All of the above

25. Which of the following statements is true about mutually exclusive projects?

- a. They are not in direct competition with each other
- b. They are in direct competition with each other.
- c. They are not evaluated based on shareholder wealth.
- d. They are never evaluated.

26. What is the net present value?

- a. the future value of a project's cash flows plus its initial cost
- b. the present value of a project's cash flows plus its initial cost
- c. the future value of a project's cash flows minus its initial cost
- d. the present value of a project's cash flows minus its initial cost

27. The NPV measures the ___ change in shareholder wealth that arises from undertaking a project

- a. consistent
- b. dollar
- c. annual
- d. semi-annual

28. The Internal Rate of Return is defined as _____

- a. the discount rate which causes the payback to equal one year
- b. the discount rate which causes the NPV to equal zero

.c. the ROE when the NPV equals 0

.d. the ROE associated with project maximization.

29. Each of the following techniques use discounted cash flows to incorporate the time value of money into their analysis except

a. net present value (NPV)

b. payback method

c. internal rate of return (IRR)

d. modified internal rate of return

30. What occurs in the fifth stage of the capital budgeting process?

a. Financial analysts refer the books over to the CPA.

b. Financial analysts conduct a SWOT analysis.

c. Financial analysts close out the books and sell the business.

d. Financial analysts track both the spending and the results of the firm's current capital budgeting project

31. The project is accepted if _____.

(A) if the profitability index is equal to one

- (B) The funds are unlimited
- (C) If the profitability index is greater than one
- (D) Both (B) and (C)

32. Following is (are) the method(s) for adjustment of risks

- (A) Risk-adjusted Discounting Rate
- (B) Risk Equivalence Coefficient Method
- (C) Both (A) and (B)
- (D) None of the above

33. All of the following influence capital budgeting cash flows EXCEPT:

- a. accelerated depreciation.
- b. salvage value.
- c. tax rate changes.
- d. method of project financing used.

34. In proper capital budgeting analysis we evaluate incremental

- a. accounting income.
- b. cash flow.
- c. earnings.
- d. operating profit.

35. The estimated benefits from a project are expressed as cash flows instead of income flows because:

- a. it is simpler to calculate cash flows than income flows.
- b. it is cash, not accounting income, that is central to the firm's capital budgeting decision.
- c. this is required by the Internal Revenue Service.
- d. this is required by the Securities and Exchange Commission.

36. A capital investment is one that _____

- a. has the prospect of long-term benefits.
- b. has the prospect of short-term benefits.
- c. is only undertaken by large corporations.
- d. applies only to investment in fixed assets.

37. The overall (weighted average) cost of capital is composed of a weighted average of _____.

- a. the cost of common equity and the cost of debt
- b. the cost of common equity and the cost of preferred stock
- c. the cost of preferred stock and the cost of debt
- d. the cost of common equity, the cost of preferred stock, and the cost of debt

38. For which of the following costs is it generally necessary to apply a tax adjustment to a yield measure?

- a. Cost of debt.
- b. Cost of preferred stock.
- c. Cost of common equity.

d. Cost of retained earnings.

39. The goal of corporate governance and business ethics education is to:

- a. Teach students their professional accountability and to uphold their personal Integrity to society.
- b. Change the way in which ethics is taught to students.
- c. Create more ethics standards by which corporate professionals must operate.
- d. Increase the workload for accounting students.

40. The corporate governance structure of a company reflects the individual companies':

- a. Cultural and economic system.
- b. Legal and business system.
- c. Social and regulatory system.
- d. All of the above.

41. Under the _____, both internal and external corporate governance mechanisms are intended to induce managerial actions that maximize profit and shareholder value.

- a. Shareholder theory.
- b. Agency theory.
- c. Stakeholder theory
- d. Corporate governance theory.

42. How is economic value added (EVA) calculated?

- a. It is the difference between the market value of the firm and the book value of equity.
- b. It is the firm's net operating profit after tax (NOPAT) less a dollar cost of capital charge.
- c. It is the net income of the firm less a dollar cost that equals the weighted average cost of capital multiplied by the book value of liabilities and equities.
- d. None of the above

43. Which of the following is not one of the underlying principles of the corporate governance Combined Code of Practice?

- a. acceptability
- b. openness
- c. integrity
- d. accountability

44. The restructuring of a corporation should be undertaken if__

- a. the restructuring can prevent an unwanted takeover.
- b. the restructuring is expected to create value for shareholders.
- c. the restructuring is expected to increase the firm's revenue.
- d. the interests of bondholders are not negatively affected.

45. A firm that acquires another firm as part of its strategy to sell off assets, cut costs, and operate the remaining assets more efficiently is engaging in.

- a. a strategic acquisition
- b. a financial acquisition
- c. two-tier tender offer
- d. shark repellent

46. A transaction which forms one economic unit from two or more previous units is called as

- (a) Joint Venture
- (b) Merger
- (c) Corporate Control
- (d) Divestiture

47. Economies of scale, market share dominance, and technological advances are reasons most likely to be offered to justify a__.

- a. financial acquisition
- b. strategic acquisition
- c. divestiture
- d. supermajority merger approval provision

48. A firm can acquire another firm_____.

- a. only by purchasing the assets of the target firm
- b. only by purchasing the common stock of the target firm
- c. by either purchasing the assets or the common equity of the target firm.
- d. None of the above are methods of acquiring the target firm

49. Which of the following restructuring activities does not result in an expansion of a firm?

(a) Joint Ventures

(b) Mergers

(c) Divestitures

(d) Acquisitions

50. The complete absorption of one company by another, wherein the acquiring firm retains its identity and the acquired firm ceases to exist as a separate entity, is called a:

a. merger.

b. consolidation.

c. tender offer.

d. spinoff.

Sub: International Finance

- (1) Reserves are held in following forms except
- a) Foreign Currency
 - b) SDR
 - c) Silver
 - d) Gold
- (2) Under_____there is interference of monetary authorities to decide exchange rates
- a) Fixed Exchange System
 - b) Flexible Exchange rate System
 - c) Fixed and Flexible exchange rate system
 - d) Market Exchange rate system
- (3) SBI A/C with HSBC in UK is an example of
- a) LORO
 - b) NOSTRO
 - c) VOSTRO
 - d) LORO and NOSTRO
- 4) PPP theory_____government intervention.
- a) ignores
 - b) includes
 - d) requires
 - d) Compulsory
- (5) The project is financially viable if NPV is_____
- a) positive
 - b) negative
 - c) zero
 - d) Infinite
- (6)_____is known as secrecy jurisdiction.
- a) Tax haven
 - b) Transfer pricing
 - c) foreign affiliate
 - d) International Tax
- 7) _____risk is also called as "Accounting exposure".
- a) Transaction
 - b) Economic

- c) Translation
- d) Interest Risk

8) _____ is a type of security listed in Luxemburg.

- a) ADR,
- b) GDR
- c) IDR
- d) MDR

(9) An option giving the buyer of the options the right but not the obligation to buy a currency is _____

- a) call option
- b) put option,
- c) forward option
- d) future Option

(10) Difference between the value of merchandise exports & imports is _____

- a) BOP
- b) BOT
- c) Reserve A/C
- d) Current Account

(11) The world's major trading currencies, which are all free to float against each other, include all of the following except _____

- (a) British Pound
- (b) Japanese Yen
- (c) US Dollar
- (d) Spanish peso

(12) Nations that have major economic expansion attract _____

- (a) Imports
- (b) Exports
- (C) FDI
- (d) Privatization

(13) IMF stands for _____

- (a) International Monetary Fund
- (b) Indian Monetary Fund
- (c) International Monetary Finance
- (d) Indian Monetary Finance

(14) In the foreign exchange market, the _____ of one country is traded for the _____ of another country _____

- (a) currency; currency
- (b) currency; financial instruments
- (c) currency; goods
- (d) goods, goods

(15) Systematic record of economic transactions of a country during a given period of time is ____

- (a) ADR (b) BOP (c) GDA (d) IFRS

(16) Fund Based Services includes all of the following except ____

- (a) Bill discounting (b) Factoring (c) Lease financing (d) M&A services

(17) deals with the global rules of trade between nations ____

- (a) WTO (b) IFC (C) IBRD (d) World Bank

(18) The exchange rate is the ____

- (a) Opportunity cost at which goods are produced domestically
(b) Balance-of-trade ratio of one country to another
(c) Price of one country's currency expressed in terms of another country's currency
(d) Amount of currency that can be purchased with 1 ounce of gold

(19) Reserves are held in following forms, except

- (a) Foreign currency (b) Gold (C) SDR (d) Silver

(20) Statistical residue is a part of

- (a) Errors and omissions (b) Current Account (c) Capital Account

(21) Reserve Account Difference between the value of merchandise exports and imports is

- (a) BoP (b) BoT (c) Capital Account (d) Reserve Account

(22) Sale or purchase of gold in BoP is covered under

- (a) Capital Account (b) Current Account (c) Official Reserve Account (d) Balancing Items

(23) SDR is an international reserve asset, created by

- (a) IMF (b) WTO (c) World Bank (d) IBRD

(24) FDI in BOP is covered under

- (a) Capital Account (b) Current Account (c) Official Reserve Account (d) Balancing Items

(24) FDI stands for

- (a) Foreign Direct Intermediation
(b) Foreign Domestic Investment
(c) Foreign Direct Intervention
(d) Foreign Direct Investment

(25) In spot market, exchange of currencies take place on ____ (a) T + 1 (b) T + 2 (c) T+O

- (d) T +4

(26) An account which is held within a domestic country by a foreign bank, in the currency of domestic country ____

- (a) Loro (b) Nostro (c) Vostro (d) SWIFT

(27) The quote '1 GBP = Rs. 99.85' is a direct quote for
(a) India (b) US (c) UK (d) Great Britain

(28) SBI A/c. with HSBC in UK is an example of _____
(a) Loro (b) Nostro (c) Vostro (d) SWIFT

(29) Spot rate is also called as _____
(a) Future Price
(b) Forward Price
(c) Swap price
(d) Current Market Price

(29) In Holgate principle, if Bid > Ask, swap points for forward rate are to be _____
(a) Added (b) Subtracted (c) Multiplied (d) Divided

(30) _____ is the smallest unit by which a currency quotations can change.
(a) PiP (b) Bid (c) Ask (d) Spread

(31) _____ deal in currencies to benefit from movements in currency exchange markets.
(a) Arbitrageurs (b) Hedgers (c) Speculators (d) None of these

(32) Currently the largest foreign exchange market in the world is _____
(a) New York (b) Tokyo (c) Frankfurt (d) London

(33) _____ is a real-time gross settlement funds transfer system operated by the United States Federal Reserve Banks.
(a) Swift (b) CHIPS (c) CHAPS (d) Fed wire

(33) theory states that the exchange rate between currencies of two countries should be equal to the ratio of the countries' price levels,
(a) IRP (b) PPP (c) Fisher's (d) None of these

(32) Money market instruments include all the following, except
(a) Commercial Papers
(b) T-Bills
(c) Certificate of Deposit
(d) Equity Shares

(33) In quote of 1\$ = Rs. 61, is a home country.
(a) India (b) US (c) France (d) None of these.

(34) If USD/CAD 1.1630, 3 months forward 1.1675. Annualized Interest rate CAD 6%, USD 4%.
Arbitrage gain will be
(a) 0 (b) 1078 (c) 1087 (d) 1870

(35) PPP theory government intervention.

- (a) Ignores (b) Includes (c) Requires (d) None of these

(36) Which of the following is most used to reduce default risk for future contracts?

- (a) High liquidity
- (b) Flexible delivery arrangements
- (c) Marking to market
- (d) Credit checks for both buyers and sellers

(37) Foreign currency forward market is:

- (a) An over-the-counter unorganized market
- (b) Organized market without trading
- (c) Organized listed market
- (d) Unorganized listed market

(38) Which of the following financial instruments is primarily used to transfer risk?

- (a) Bonds
- (b) Home Mortgages
- (c) Futures Contract
- (d) Stocks

(39) Application of Currency Futures includes

- (a) Hedging
- (b) Speculation
- (c) Arbitrage
- (d) All of the above

(40) An option giving the buyer of the option the right but not the obligation to buy a currency is ____

- (a) Call Option
- (b) Put Option
- (c) Forward Option
- (d) Futures Option

(41) Which of the following is most used to reduce default risk for futures

- (a) High liquidity
- (b) Flexible delivery arrangements
- (c) Marking to market
- (d) Credit checks for both buyers and sellers

(42) Foreign currency forward market is:

- (a) An over-the-counter unorganized market
- (b) Organized market without trading
- (c) Organized listed market
- (d) Unorganized listed market

(43) Which of the following financial instruments is primarily used to transfer risk?

- (a) Bonds
- (6) Home Mortgages

- (c) Futures Contract
- (d) Stocks

(44) Application of Currency Futures includes_____

- (a) Hedging
- (b) Speculation
- (c) Arbitrage
- (d) All of the above

(45) An option giving the buyer of the option the right but not the obligation to buy a currency is_____

- (a) Call Option
- (b) Put Option
- (c) Forward Option
- (d) Futures Option

(46) Regulation of_____Federal Reserve Act imposed a ceiling on interest rates that could be paid on deposits by banks in the US.

- (a) P (b) Q (C) R (d) M

(47) _____Bond is issued in a local market by a foreign borrower denominated in local currency.

- (a) Foreign (b) Euro (c) Domestic (d) Euro Credit

(48) _____are the debt instruments with a coupon that changes periodically accordingly to some predetermined interest rate benchmark.

- (a) Floating rate notes (b) Zero coupon bonds (c) Straight Euro Bonds (d) None of these

(49) Euro Currency market is utilized by_____

- (a) Banks (b) MNCs (c) Mutual Funds (d) All of these

(50) _____is a type of security listed on Luxembourg.

- (a) ADR (6) GDR (C) IDR (d) All of these

51. A method which refers to % of profit is added to cost of product to obtain final product

- a. Competitive pricing
- b. Demand based pricing
- c. Cost base pricing
- d. Value base pricing

52. Act as a representative for several producers and sell those products on their name and in return producer pay them salary, commission or incentive.

- a. Export management companies
- b. Export agent and merchants
- c. Export trading companies
- d. Commission agent

53. Companies that produce high quality products convince the customers that high quality leads to higher prices and it is superior product experience reliable and offers other quality related benefits is known as.
- Penetrate pricing
 - Market Skimming
 - Product Quality leadership
 - Increase market share
54. Dealers can segment market according to the state, region, country, neighbourhood, cities or postal codes.
- Occasional segmentation
 - Behavioural segmentation
 - Psychographic segmentation
 - Geographic segmentation
55. Defined as any form of paid communication or promotion for product service and idea.
- Sales promotion
 - Public relation
 - Direct marketing
 - Advertising
56. Identify the advantage of global branding
- Maintaining the brand consistency
 - High cost
 - Customer needs met
 - None of the above
57. If a product fails to perform a return form of guarantee is provided by the manufacturer which is known as.
- Packaging
 - Labelling
 - Service Policies
 - Warranty
58. Is a name, sign, symbol, design, combination of all of them which is indented to identify goods and services.
- Goodwill
 - Competitor
 - Brand
 - Trademark
59. Implies a method in which organization tries to win loyal customers by charging low price for its high-quality products.
- Value pricing
 - Target return pricing
 - Going rate pricing
 - Transfer pricing

60. In an organization one department can sell its products to other departments at lower prices to show higher profits in the organization is called as.
- a. Value pricing
 - b. Target return pricing
 - c. Going rate pricing
 - d. Transfer pricing
61. The inherent capacity of an organisation can use to gain strategic advantage and competitive edge
- a. Opportunity
 - b. Threats
 - c. Strength
 - d. Weakness
62. Refers to an inadequacy that creates strategic disadvantage for an organisation.
- a. Opportunity
 - b. Threats
 - c. Strength
 - d. Weakness
63. Unfavourable conditions that exists in the environment of an organisation
- a. Opportunity
 - b. Threats
 - c. Strength
 - d. Weakness
64. Includes common belief, languages, styles
- a. Environmental Instability
 - b. Competitive environment
 - c. Environmental stability with the domestic country
 - d. Common regional tariffs
65. An organisation which have international and domestic division
- a. Worldwide Regional Division
 - b. Product division structure
 - c. International division structure
 - d. Matrix structure
66. It refers to an organisation which has operations in different region or country
- a. Worldwide Regional Division
 - b. Product division structure
 - c. International division structure
 - d. None of the above
67. A language enables an organisation to provide high quality
- a. Engaging service vision
 - b. Common service language
 - c. Service orientation
 - d. Service recovery management

68. Encourages employees to provide high quality service to customer
- Service communication
 - Service orientation
 - Engaging service vision
 - None of the above
69. It motivates the employees to celebrate improvement in service culture
- Service orientation
 - Service communication
 - Service recognition and reward
 - None of the above
70. It refers to customer feedback in form of complaints, complements and comments
- Common service language
 - Engaging Service vision
 - Voice of customer
 - Service recovery management
71. What is the advantage of global service marketing
- Allocation of resources at global level
 - Inconsistency in customer needs
 - Infrastructure
 - None of the above
72. Identify the disadvantage of global service marketing
- Laws and regulations
 - Environment
 - Output at global level
 - None of the above
73. Implies best practices in leading industries
- Benchmarking
 - Recovery management
 - Orientation
 - None of the above

Sub: INNOVATIVE FINANCIAL SYSTEM

1. What is the Bill receivable account?
A. Personal Account B. Machinery Account C. Real Account D. Nominal Account
2. Which bill is drawn and accepted in the same country?
A. Trade Bill B. Foreign Bill C. Inland Bill D. Accommodation Bill
3. What are the three additional days known as that a drawer gives to the drawee for payment
A. Conditional days B. Additional days C. Days of grace D. Days of rebate
4. Finance is not available in the following factories service _____
A. Without Recourse factoring B. With recourse factoring C. Maturity factoring D. Invoice discounting
5. Full service factoring is often _____
A. Recourse factoring B. Non-recourse factoring C. Agency factoring D. Without Recourse factoring
6. _____ services are mainly provided to foreign investors.
A. Custodial Services B. Financial Services C. Factoring Services D. all of the above
7. Buying a company's accounts receivable on a nonrecourse basis is known as _____
A. Trading B. Billing C. Factoring D. Trade Bill
8. The central theme of forfaiting is the purchasing of _____ by a financial service company.
A. Trade bill B. Export bill C. Import bill D. inland
9. The buyer accepts the invoice and acknowledges _____ on the due date
A. seller B. buyer C. paying D. none
10. No stamp duties are levied on LC backed bills up to _____ days.
A. 120 B. 100 C. 90 D. 180
11. _____ are financial contracts that derive their value from an underlying asset
A. FUTURE B. FORWARD C. DERIVATIVES D. FACTOR
12. _____ Banks help to revive (cure) sick industrial units.
A. Public B. Merchant C. All D. PERSONAL

13. A very long tenure lease applicable to immovable properties is_____.
 A. Conveyance lease B. leverage lease C. consumer lease D. FACTOR
14. _____is the stages when commercial manufacturing has to commence
 B. second round
 A. STARTUPS finance C. both D. none
15. ._____is an involuntary exit forced on the VCI as a result totally failed investment.
 A. Liquidation B. liability C. both D. none
16. _____refers to financing of an enterprise which has overcome the highly risky stage and have recorded profit but cannot go public, thus needs financial support.
 A. Venture capital B. development capital C. seed capital D. Buy in
17. _____stages is an ‘applied research’ phase.
 A. venture capital B. seed capital C. development capital D. both
18. IDBI, IFCI, ICICI etc. are promoted by_____.
 A. venture capital B. seed capital C. development capital D. both
19. .In hire purchase depreciation can be claimed by the_____.
 A. Vender B. hirer C. Financiers D. Merchant
20. . The first nationalized bank in India to start a VCF_____.
 A. SBI B. PNB C. CANARA D. BOB
21. _____Stages of financial includes financing development, expansion, buyout etc
 A. Early stage financing B. later stage financing C. NONE D. BOTH
22. In_____leasing, the risk of obsolescence is assumed by the lessee.
 A. Financial lease B. Operational lease C. NONE D. BOTH
23. The NHB, which a wholly – owned subsidiary of the_____.
 A. SBI B. BOI C. RBI D. SEBI
24. NBFC is a company registered under_____.
 A. The Indian Contract Act B. The Companies Act, 1956 C. The RBI Act D. The IRDA act
25. _____is the process of updating the accounts of the trading parties.

- A. Underwriting B. Clearing C. Banking D. BROKER
26. _____ look for opportunities to take on risk in the hope of making return
A. Shareholder B. Hedgers C. Speculators D. Derivatives
27. Membership of _____ can be taken by an individual, Registered Partnership Firm, Corporate or bank
A. SEBI B. MSEI C. RBI D. SEBI
28. The process of managing the sales ledger of a client by a financial service company is called _____.
A. forfeiting B. factoring C. leasing D. securitization of debt
29. The important goal of the financial service industry is to mobilise and allocate _____.
A. saving B. sales C. purchase D. all of the above
30. _____ bonds are sold at a large discount to their nominal value.
A. Deep discount B. Discount C. Profit D. None of these
31. The minimum net worth for the first category of merchant banker is Rs. _____.
A. 1 crore B. 2 crore C. 3 crore D. 4 crore
32. New Issues Market deals with _____ securities.
A. new B. old C. forfeited D. none
33. Public issues involves no _____.
A. intermediaries B. exchange C. underwrite D. share holder
34. _____ encompasses all institutions dealing in fresh issues.
A. New issue market B. Secondary market C. Money market D. Capital market
35. The credit ratings are expressed as _____.
A. Alphabetical B. Alpha C. both D. none
36. _____ gives by CRISIL for debenture ensure highest safety.
A. AAA B. ABC C. AB D. AA

37. _____ helps to improve the corporate image of a company

- A. factoring rating C. Banking D. Discounting
B. Credit

38. The headquarters of CARE is in _____

- A. Mumbai Delhi C. Noida D. Gurugram
B. New

39. WHICH of the following Is known as plastic money?

- A. bearer B. demand C. credit D. gift
cheque draft cards cheque

40. the person who is having good in his/her possession is known as _____
 A. broker B. middlemen C. factor D. del creder
41. Methods of consumer credit scoring are _____.
 A. Specific Fixed Formula B. Machinery risk formula C. both D. none
42. Identify odd one out _____
 A. CRISIL B. ICRA C. ICICI D. NONE
43. Budget card requires monthly payment on behalf of that _____.
 A. Holder B. banker C. seller D. BROKER
44. Credit rating is an opinion formed by _____ of a borrower's potential to repay debt
 A. factoring B. credit evaluation C. Profit D. Capital market
45. The _____ of a credit card can get worn out due to massive use.
 A. importance B. exchange C. magnetic strip D. transaction
46. Every month card holder receives _____
 A. statement B. invoice C. note D. advice note
47. the third copy of credit card is sent to the _____
 A. credit card co. B. cash account C. Banking D. card holder
48. which type of deposits earn higher rate of interest
 A. current B. saving C. FD D. RD
49. The headquarters of Investment Information & Credit Rating Agency (ICRA) Limited is located in _____
 A. Mumbai B. New Delhi C. Noida D. Gurugram

HR IN SERVICE SECTOR MANAGEMENT

1.A service is an _____ offered by one party to another.

A. Value

- B. Performance
- C. Tangible
- D. Product

2. Raising the standard of living of people through_____.

- A. Unemployment
- B. Service
- C. Miscommunication
- D. Arguments

3. CRM stands for_____.

- A. Company record management
- B. Customer relationship management
- C. Customer record management
- D. Culture Record System

4. Service organizations are a voluntary _____ where members meet regularly to perform charitable works.

- A. Profit organization
- B. Non-profit organization.
- C. Government
- D. Private sector

5. Service encounters also called as _____.

- A. Moment of truth
- B. Moment of lie
- C. Moment of silence
- D. Moment of Advertisements

6. Highly Tangibles.

- A. Moment of truth
- B. Car rentals
- C. Goodwill
- D. Education

7. Customer market.

- A. Retailers
- B. Organizations culture
- C. Recruitment market
- D. Manufacturer

8. Variability can also mean lack of_____.

- A. Consistency
- B. Efficiency
- C. Quality
- D. None of the above

9. Servicescape is a concept that was developed by_____ to emphasize the impact of the physical environment in which service process takes place.

- A. Plumber
- B. Booms and Bitner
- C. Philip kotler
- D. Payne and Holt

10. Six market model consist of customer market, influence market, referral market, supplier market, employee market and_____.

- A. Internal market
- B. Supply
- C. Intangible
- D. Tangible

11. The concept of service encounter was put forth by_____.

- A. Cobbler
- B. Richard Norman
- C. Boom and bitner
- D. Plumber

12. Physical evidence is important for the success of service_____.

- A. Encounter
- B. Cape
- C. Customer
- D. Presentation

13. _____ system cannot run on its own without the involvement of human beings at delivery points.

- A. Product
- B. Equipment
- C. Service
- D. Financial

14. Human Elements in service sector does not play a significant role in building the _____ of the sector.

- A. corporate image
- B. goodwill
- C. reputation
- D. brand image

15. The services Marketing Triangle was explained by _____

- A. Henry Fayol
- B. Alfred Marshall
- C. Philip Kotler
- D. Fredrick Taylor

16. Interactive Marketing is the most important part of the service marketing _____ because it establishes a long term or short-term relationship with customers.

- A. square
- B. circle
- C. cycle
- D. triangle

17. Client Conflict is also called as _____

- A. inter client conflict
- B. two boss dilemma
- C. disagreement
- D. organisational dilemma

18. Arlie Hochschild created the term emotional labour in _____

- A. 1982
- B. 1983
- C. 1984
- D. 1985

19. Recruitment and _____ programmes does not have to be planned.

- A. training
- B. evaluating
- C. Short listing
- D. Selection

20. Background investigations, reference checks, work history verification etc are common

- _____
- A. employee rights
 - B. Qualified Staff
 - C. Pre employment standards
 - D. Legal compliance

21. _____ can train new workers.

- A. HR Professionals
- B. Marketers
- C. CEOs
- D. Managers

22. _____ is an interview technique that requires applicants to participate in a simulated situation and to react as if this service environment were real.

- A. Role playing
- B. Abstract questioning
- C. Situational vignette
- D. Behavioural approach

23. _____ training allows service employees at all levels to hone their skills.

- A. Off job training
- B. Online training
- C. Visual training
- D. Ongoing training

24. _____ has given several employees some degree of responsibility and autonomy for making decisions related to specific tasks of the organisation.

- A. Employee empowerment
- B. Training & development

- C. Employee referral
- D. Employee authority

25 _____ between customers are uncommon.

- A. Goals
- B. Disagreement
- C. Conflicts
- D. Objectives

26. _____ is one of the limitations of employee empowerment.

- A. Communication booster
- B. Reduced turnover
- C. Arrogance
- D. Collaboration

27. Customer expectations can be better known through _____

- A. Consumers
- B. Market research
- C. Historical sales records
- D. Questionnaires

28. Labourers and _____ workers may be given daily wages of contractual payments

- A. Skilled
- B. Temporary
- C. Unskilled
- D. Permanent

29. Loyal customers contribute to positive _____ publicity which broadens customer base with minimal costs

- A. Word-of-mouth
- B. Written feedback
- C. Service review
- D. Service delivery

30 . Usage of _____ is a challenge faced while delivering services through agents and brokers

- A. Transport
- B. Intermediaries
- C. Direct human interaction
- D. Electronic channels

31. Quality is defined as the perfect product according to specifications and has been emphasized by programs such as _____ pioneered by Motorola

- A. Plan-Do-Study-Act (PDSA)
- B. Total Quality Management (TQM)
- C. Rapid-Cycle Improvement (RCI)

D. Six Sigma

32. The strength of the _____ is that it offers generic insights and solutions that can be applied across industries

- A. Gap model
- B. Dimensions of service quality
- C. HR
- D. Research and development

33. It is difficult to measure the service quality due to _____

- A. Consistency
- B. Intangibility
- C. Separable nature
- D. Inventory

34. _____ is a service provided by government to people living within its jurisdiction, either directly or by financing provision of services

- A. Fiscal service
- B. Insurance
- C. Public service
- D. Transportation

35. It is important for the _____ to invest in attracting and training high quality resources for long term sustainable growth of the sector

- A. Managers
- B. Employee
- C. Customer
- D. Government

36. An issue faced in wholesale and retail is _____

- A. Workforce Attrition
- B. Instability of job
- C. Loss of control over price
- D. Reporting structure

37. The _____ is the go-to department when it comes to employment policies and procedures about what to do in emergency situations

- A. Compensation Management
- B. Grievance Handling
- C. Training and Development
- D. HR Department

38. There is a need for creating new _____ to adapt and evolve to changes by the HR

- A. Policies
- B. Organizational structure
- C. Models and strategies

D. Strategy

39. _____ is a way HR can deal with common issues

- A. Electronic channels
- B. Technology
- C. Training
- D. Employee engagement

40. In this new reality, quality is critical for _____

- A. Success
- B. Profitability
- C. Service evaluation
- D. Product enhancement

41. The _____ service quality dimension refers to the willingness of the company to help it's customers in providing them with a good, quality and fast service

- A. Empathy
- B. Tangible
- C. Assurance
- D. Responsiveness

42. Outcomes for the firm are low service quality and high _____.

- A. Employee turnover.
- B. Employee Retention.
- C. Employee Productivity.
- D. Increased morale.

43. Companies provide _____ training and opportunities for employees to enhance their work-related-skills.

- A. Hands-on training.
- B. On -the -job.
- C. Off-the-job.
- D. Instructor-led training

44. Companies do not ignore _____.

- A. Poor performance.
- B. Opportunities.
- C. Threats.
- D. Productivity.

45. Which one of the following is not a part of process of Human resource planning evaluation?

- A. Decide on the purpose of evaluation.
- B. Establish a control system.
- C. Recruitment.
- D. Feedback evaluation.

46. Employee satisfaction results from the support of _____ that understands the needs of both the employees and the customers

- A. Middle management.
- B. Top management.
- C. Lower management.
- D. Managers.

47. _____ organizations cannot afford to have HR specialists who do not understand customers and their needs.

- A. Service.
- B. Agricultural.
- C. Industrial.
- D. Matrix.

48. _____ Evaluation helps in managing the best talent and thereby ensuring the retention of the best talent in the organization.

- A. Human Resource Accounting (HRA).
- B. Human Resource Planning (HRP).
- C. Human Resource Management (HRM).
- D. Human Capital Management (HCM).

49. According to the _____ model a connection exists between high profits, customer loyalty and satisfaction and employee productivity.

- A. Service-profit chain.
- B. Service leadership.
- C. Supply chain.
- D. Marketing.

50. _____ Management values the input of employees who make suggestions on how to improve productivity and achieve high performance rates.

- A. Upper-level.
- B. Lower-level.
- C. Middle-level.
- D. Overall

Organizational Development

1. Organizational Development is a process that focuses on _____

- A. Overall improvements
- B. Human Resource Management
- C. Organizations Improvement
- D. Training and Development

2. Definitions of Organizational Development is given by _____

- A. Taylor Beechler
- B. Porras and Roberston

- C. Philip Kotler
- D. Zeithmal and Bitner

3. Job Satisfaction namely includes _____

- A. Rewards & Recognition
- B. Negativity
- C. Cognitive
- D. Unfair

4. Process in Organization Development does not include _____

- A. Identifying
- B. Product Development
- C. Feedback
- D. Implementing

5. The OD process is based on the _____ model

- A. Action Research
- B. Human Resource
- C. Implied
- D. Authoritative

6. The _____ is reported to the organization decision-makers

- A. Identifying
- B. Contractual Relationships
- C. Feedback
- D. Leadership Style

7. _____ and Development are the successful weapons of any organization

- A. Research
- B. Change
- C. Orientation
- D. Planning

8. _____ is an applied behavioural science.

- A. Organizational Development
- B. Training
- C. Development
- D. Planning

9. Organizational development is easy for product _____

- A. Generation
- B. Innovation
- C. Change
- D. Development

10. _____ to change is always a struggle in workforces.

- A. Resistance
- B. Innovation
- C. Training
- D. Development

11. The OD practitioner acts as a _____ and conducts training programs and workshops to impart knowledge.

- A. Coach
- B. Expert
- C. Trainer
- D. Facilitator

12. As a _____, the practitioner facilitates the client system in making self-discoveries, accepting realities and implementing the solutions.

- A. Trainer
- B. Influencer
- C. Facilitator
- D. Coach

13. OD practitioner tries to solve conflicts between _____ and organization

- A. Investors
- B. Employees

- C. Shareholders
- D. Organisers

14. The _____ focuses primarily on the use of money, allocation of resources, distribution and consumption patterns.

- A. Political analysis
- B. Economic analysis
- C. Sociological analysis
- D. Organizational Development

15. Organization renewal refers to _____

- A. Selective strategy
- B. Build productivity through people
- C. High employee morale
- D. Turnaround management

16. ____ techniques can be analysed more 'scientifically' and objectively than other forms of research.

- A. Questionnaire
- B. Interview
- C. Observation
- D. Unobtrusive measure

17. Force-Field Analysis method is derived from ____ three step model of change.

- A. P.V. Young
- B. Weisboards
- C. Kurt Lewins
- D. Alderfer

18. A __ is a diagram that visually displays the relationship between two variables.

- A. Scale
- B. Scatter gram

- C. Mean deviation
- D. Frequency distribution

19. Formulation of re-design plan is the real crux of the ____

- A. Organizational diagnosis
- B. Business process re-engineering
- C. Organizational renewal
- D. Planned change

20 A feature of OD is _____

- A Commitment from the top
- B Goal Setting
- C Coaching
- D Training

21. The _____ is vocal and persistent.

- A. Counsellor
- B. Detective
- C. Advocate
- D. Mediator

22. _____ is one of the main bases of formulating hypothesis

- A. Questionnaire
- B. Observation
- C. Interview
- D. Unobtrusive measure

23. The number of phases of organizational diagnosis are ____.

- A. 7
- B. 5
- C. 9

D. 6

24. The ____ is observant and analytical.

- A. Expert
- B. Detective
- C. Facilitator
- D. Advocate

25. The ____ strategy consists of wide-ranging short-term actions.

- A. Retrenchment
- B. Replacement
- C. Repositioning
- D. Reengineering

26. ____ gives an organization an enormous capacity to change itself in order to exploit market opportunities.

- A. Functional resources
- B. Organizational capabilities
- C. Human resources
- D. Technological capabilities

27. _____ is the movement of an organization from one state of affairs to another.

- A. Organisational change
- B. Organisational renewal
- C. Organisational diagnosis
- D. Planned change

28. _____ intervention focuses on the personnel practices used to integrate people in the organisation.

- A. Human Resource
- B. Employers

- C. Managers
- D. Consultants

29. _____ where behavioural science, knowledge and theory are used to explain present behaviour and assumptions underlying the behaviour.

- A. Dilemma interventions
- B. Theory intervention
- C. Discrepancy intervention
- D. Cultural intervention

30. There are _____ steps in OD intervention

- A. 8
- B. 2
- C. 5
- D. None

31. _____ is also known as laboratory training.

- A. Grid training
- B. Sensitivity training
- C. Interventions
- D. survey feedback

32. The more active and third-party role is that of _____.

- A. Arbitrator
- B. Mediator
- C. Third party
- D. Training

33. The aim of _____ is to help people understand each other.

- A. Sensitivity training
- B. Grid training
- C. Feedback
- D. Development

34. _____ focuses on interpersonal relationship.

- A. Relationship intervention

- B. Theory intervention
- C. Cultural intervention
- D. Procedural intervention

35. _____ provides feedback after the completion of a given project.

- A. Confrontation
- B. Formative
- C. Longitudinal
- D. Summative

36. The term _____ and intermediary are both used to refer to a person or team of people involved in a conflict to help disputing parties manage or resolve it.

- A. Longitudinal
- B. Confrontation
- C. Third party
- D. Second party

37. _____ helps people to understand each other better.

- A. Third party
- B. Process consultation
- C. Transactional analysis
- D. Dynamics

38. The concept of _____ identifies two major dimensions of management behaviour they are people oriented and production-oriented behaviours.

- A. Managerial grid
- B. Training
- C. Seminar
- D. Inter model organisation

39. A _____ strategy is one in which the evaluation is conducted during the OD intervention itself.

- A. Longitudinal
- B. Confrontation
- C. Formative
- D. Summative

40. Increased energy and optimism are direct results of interventions such as:

- A. Mgmt Intervention
- B. Total quality programs
- C. Decisions
- D. Team building

41 The OD _____ may try to indulge the client instead of singularly trying to bring out the necessary changes, sometimes even at the cost of being curt and unpleasant.

- A. Expert
- B. Practitioner
- C. Client
- D. Consultant

42 _____ tactics analyses both the decision and the actions taken.

- a. Reframing
- b. Inter-personal influence
- c. Empowerment
- d. Timing

43 The OD professional claims _____.

- a. Expertise
- b. Code of ethics
- c. Autonomy
- d. Commitment

44 _____ occurs when organization members are forced to participate in an OD intervention.

- a. Technical ineptness
- b. Misuse of Data
- c. Misrepresentation
- d. Coercion

45 People are raison d'etre of organisation and they are responsible for creating _____ for growth.

- a. Participation

- b. Motivation
- c. Training
- d. Opportunities

46 The goal approach is also called as _____.

- a. Rational goal
- b. System Resource Approach
- c. Strategic Constituency Approach
- d. Internal Process Approach

47 _____ seeks to appease only those constituencies who can threaten the organizational survival.

- a. System Resource Approach
- b. Strategic Constituency Approach
- c. Internal Process Approach
- d. Attainment Approach

48 _____ in any form is unethical and will destroy trust.

- a. Confrontation
- b. Coercion
- c. Collusion
- d. Deception

49 OD increases _____ among workers which in turn increases the rate of retention of workers.

- a. Friendly atmosphere
- b. Employee participation
- c. Job satisfaction
- d. Motivating employees

50 _____ leads to dampening of morale.

- a. Confrontation
- b. Coercion
- c. Autonomy
- d. Suppression

